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FIG. 1

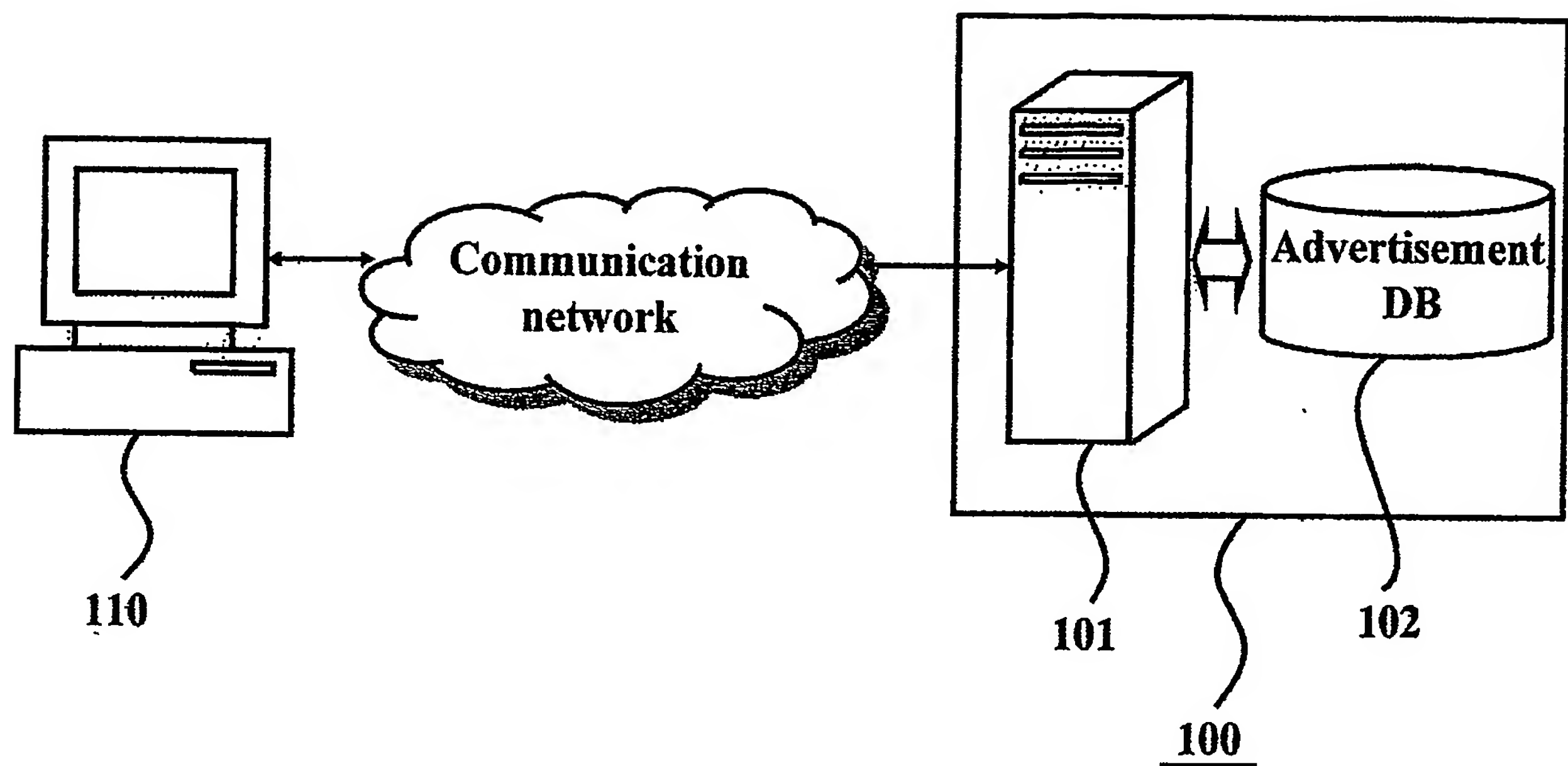


FIG. 2

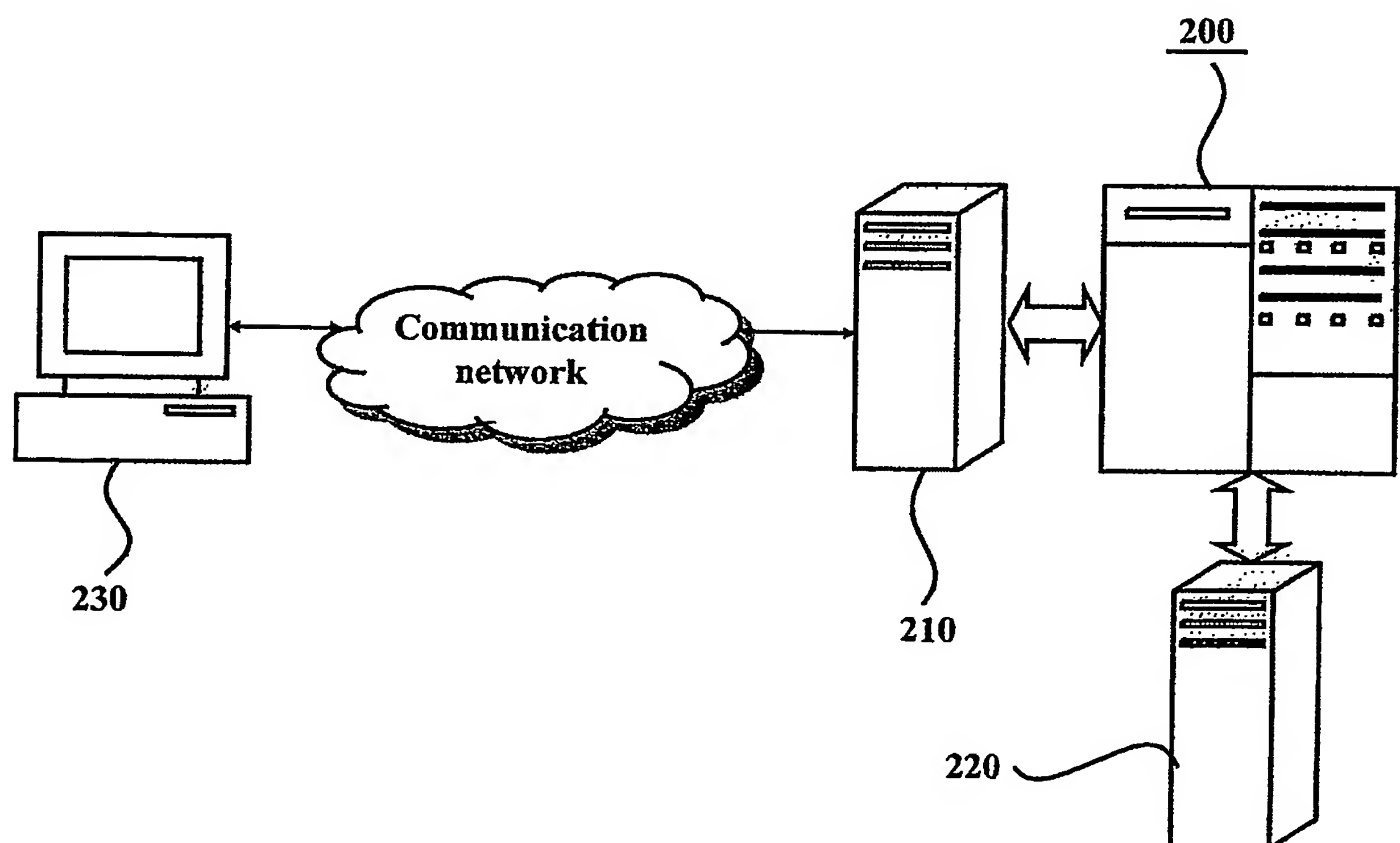


FIG. 3

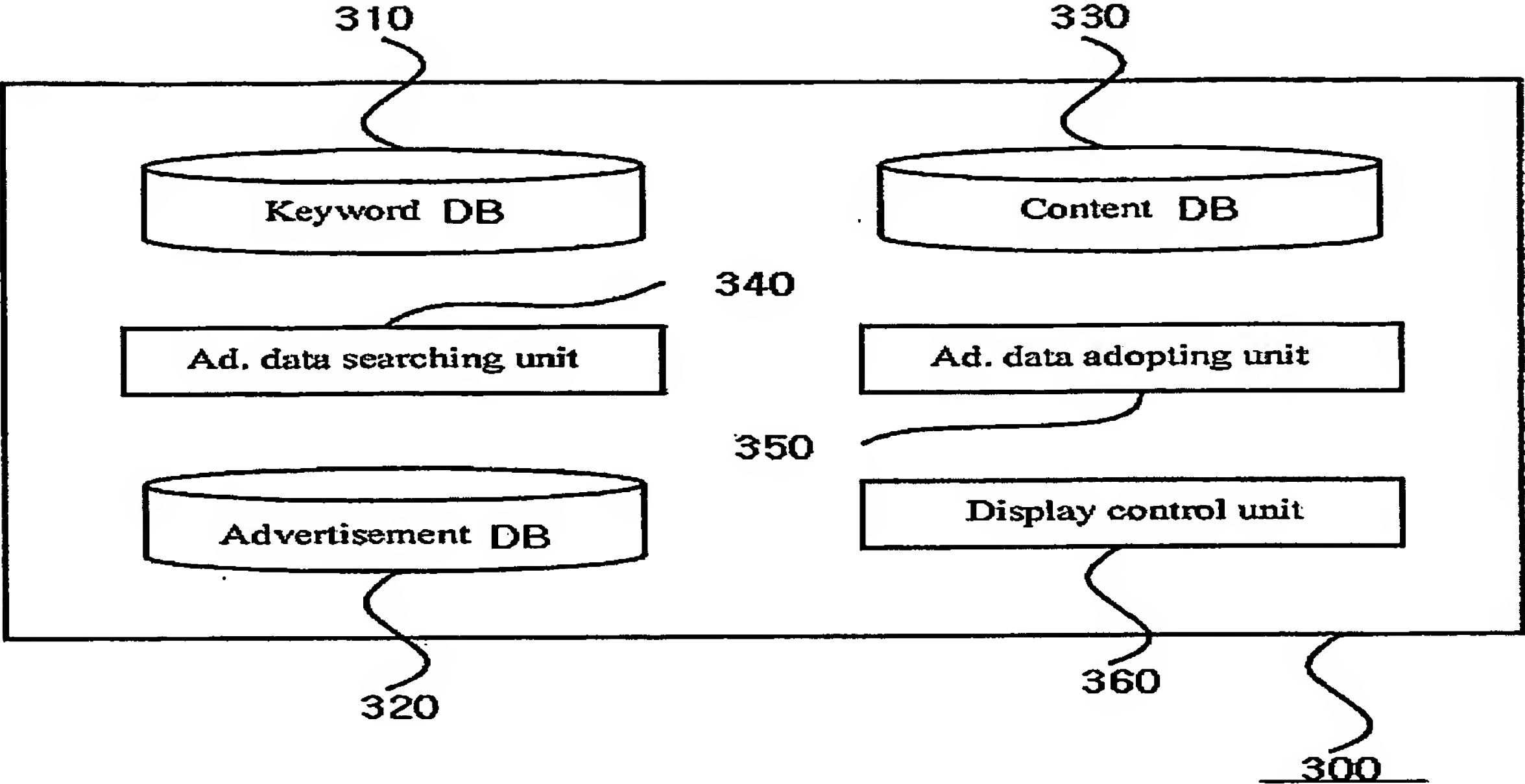


FIG. 4

Category	Advertiser ID	Ad. data	Keyword
Shopping>> electronics, cellular phones>> home electronics	abc123	ad. data 1-1	refrigerator
	def456	ad. data 1-2	keyword 1-2
	...	...	...
	...	...	...
	...	ad. data 1-N	keyword 1-N
Computer communication>> communication, network>> mobile communication	asdf	ad. data 2-1	keyword 2-1
	zxcv	ad. data 2-2	keyword 2-2
	...	...	...
	...	...	...
...	...	...	...
	...	...	...
	...	...	...

FIG. 5

Content ID	Category
<a href="http://news.naver.com/news_read.php?oldid=2003102900003866045&amp;s=320&amp;e=545">http://news.naver.com/news_read.php?oldid=2003102900003866045&amp;s=320&amp;e=545</a>	Health, medicals>>symptoms, disease>>diabetic
<a href="http://news.naver.com/news_read.php?oldid=20031029000049955019&amp;s=444&amp;e=694">http://news.naver.com/news_read.php?oldid=20031029000049955019&amp;s=444&amp;e=694</a>	Shopping>>electronics, cellular phones>>home electronics
...	501 ...
...	...
...	...

FIG. 6

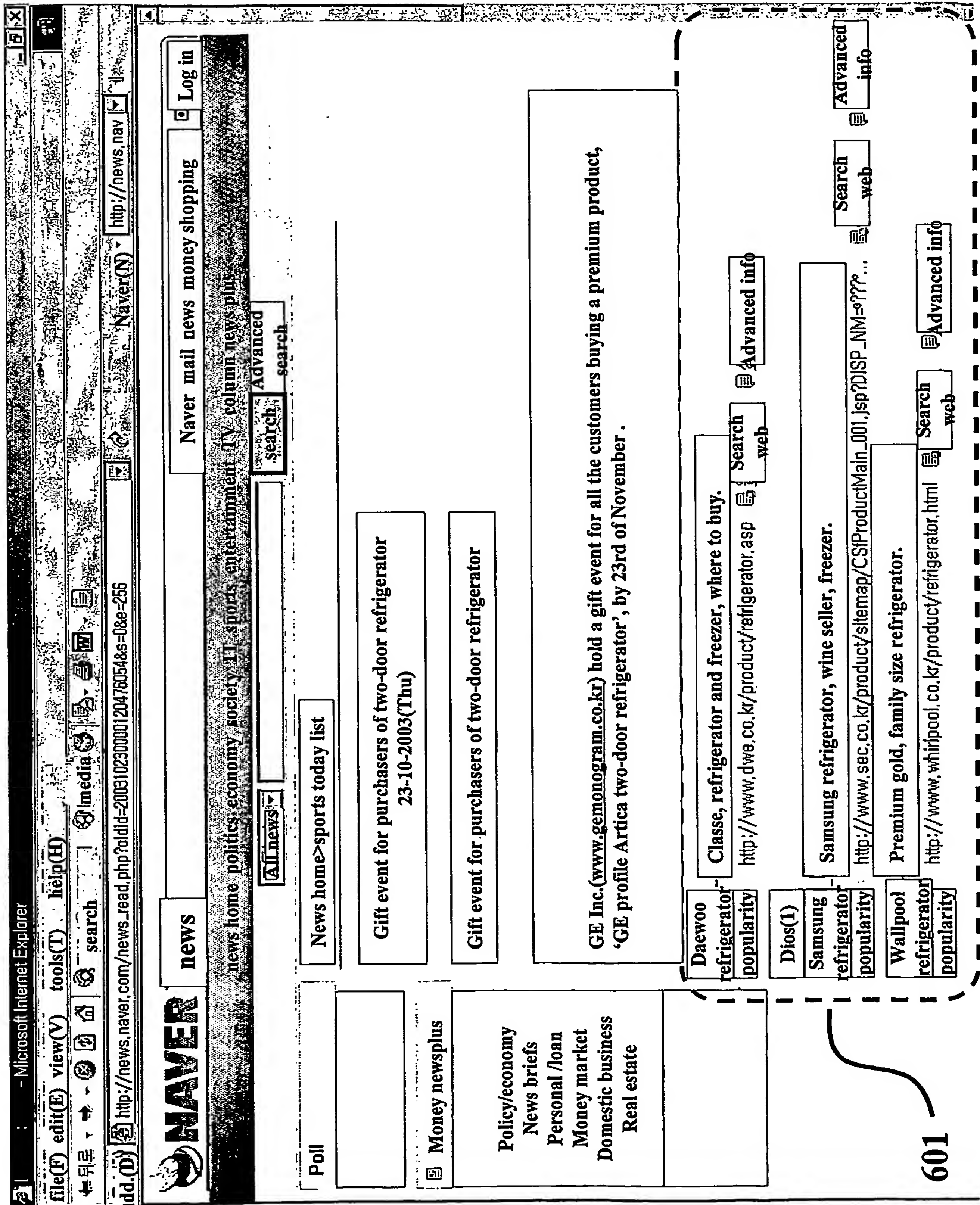


FIG. 7

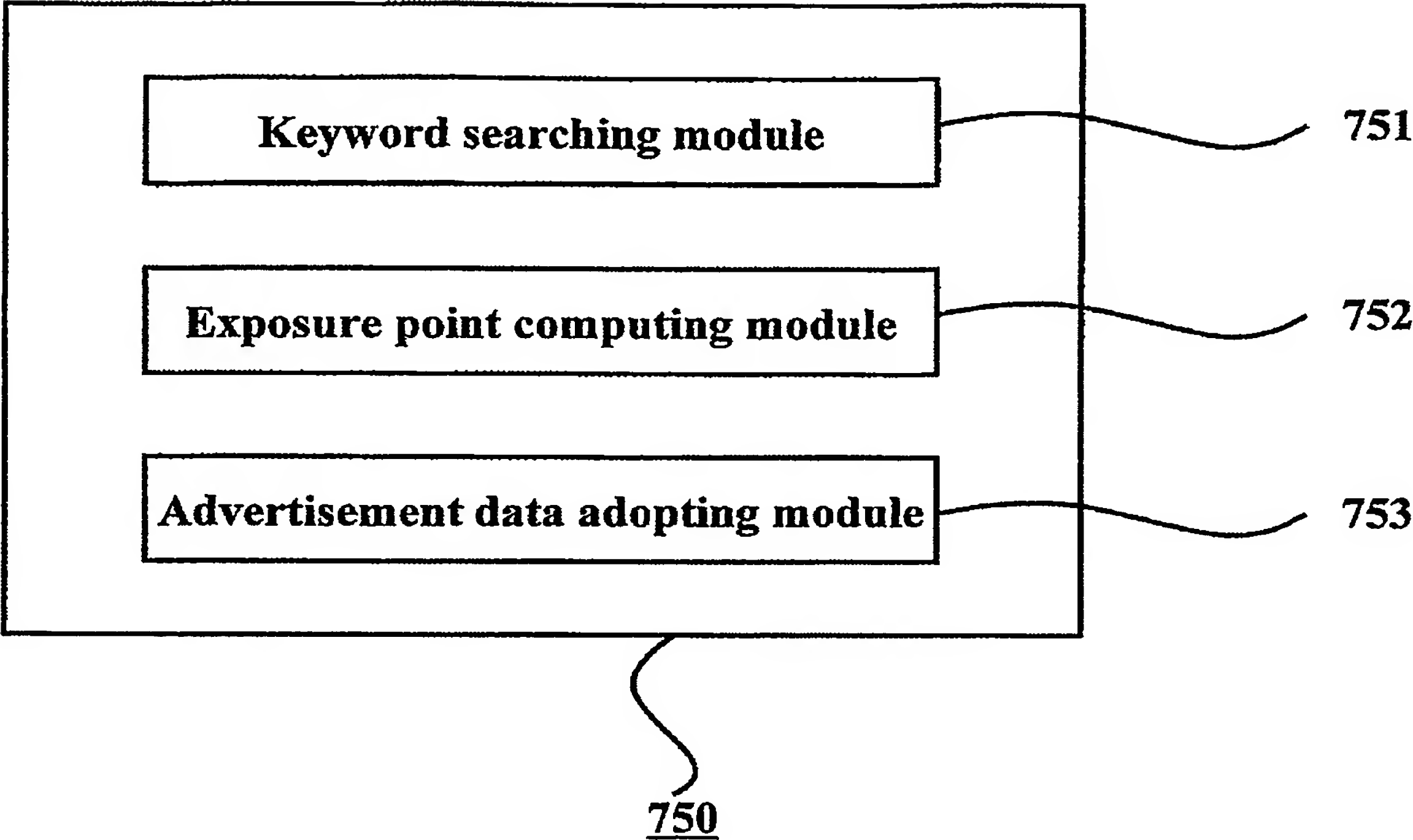


FIG. 8

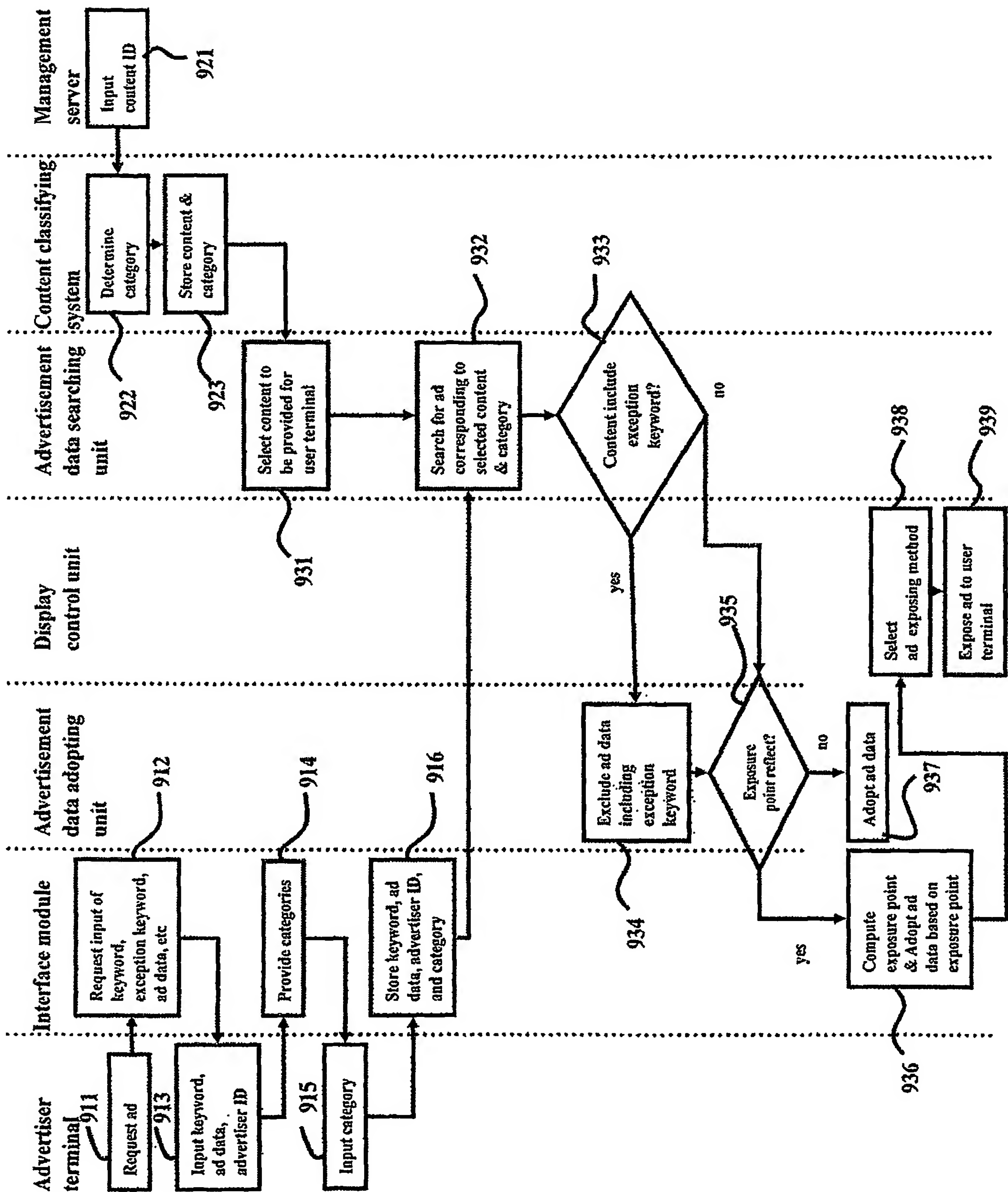
Keyword	Location	Evaluation point	Font color	Evaluation point	Font size	Evaluation point	Total
Refrigerator 1	Title	2	Black	1	16	1.6	4.6
Refrigerator 2	Text	1	Black	1	10	1	3
Refrigerator 3	Text	1	Black	1	10	1	3
Refrigerator 4	Sum	1.5	Blue	2	8	0.8	4.3
Exposure point							14.9

FIG. 9a

Keyword	Similar Keyword	Expansion Keyword	Exception Keyword
Air conditioner	Air conditioner	Air cooler, electronics	Murder, ...
Refrigerator	...	Electronics	Murder, ...
Inline	Inline	Leisure, Skate	Murder, ...

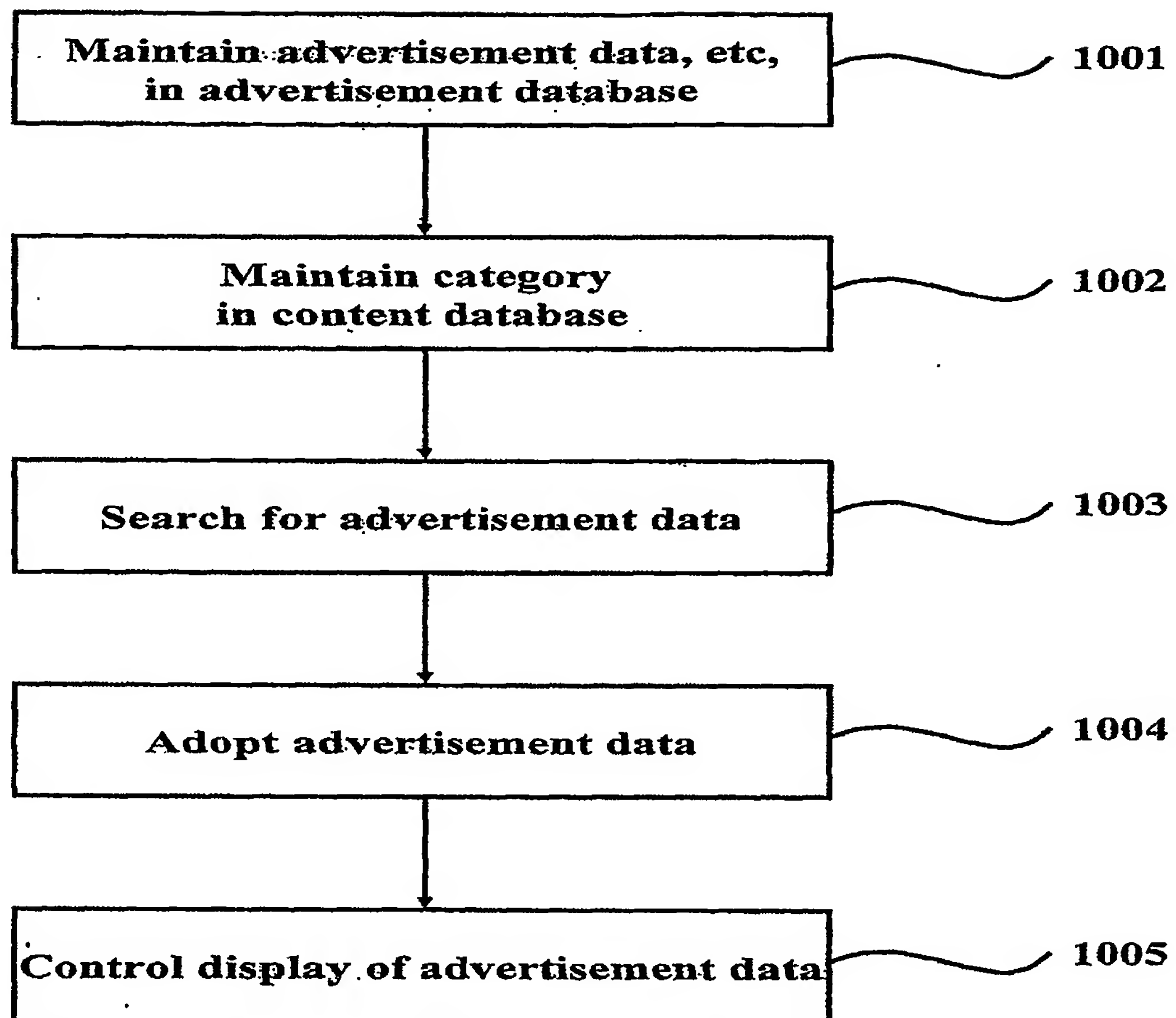
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FIG. 9b



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FIG. 10





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FIG. 11

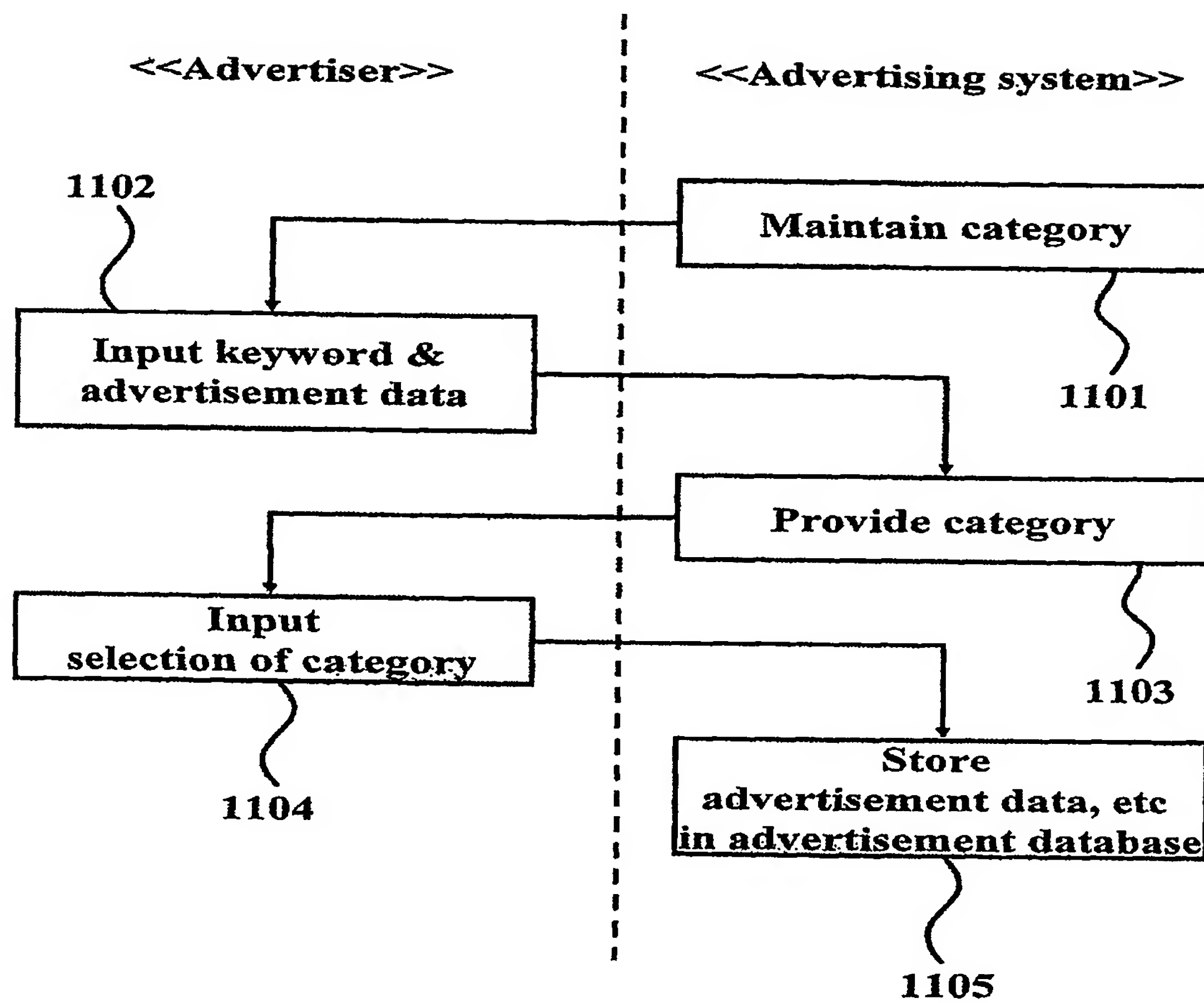
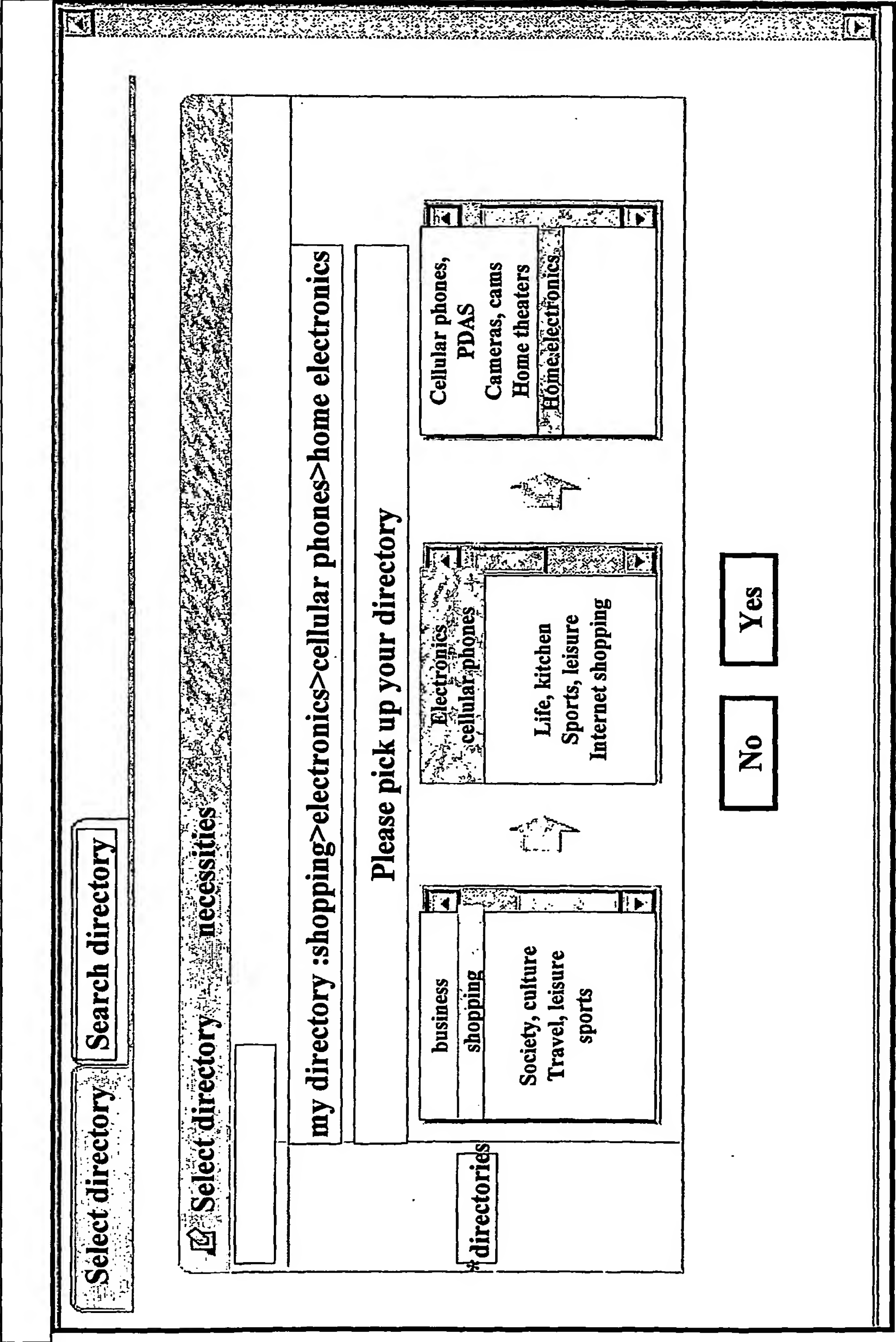


FIG. 12



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**FIG. 13**